

AOT In Action - Issue 280 - September 8, 2009



Ft. McDowell Yavapai Reservation

Message from Director Sherry Henry

Good afternoon,

Next week, AOT and statewide industry leaders including AAA, the [Arizona Hotel & Lodging Association](#), the [Arizona Restaurant Association](#), the [Arizona Tourism Alliance](#), and Convention and Visitor Bureaus will travel to Washington D.C., to attend the 4th Annual Travel Leadership Summit, September 16-17.

The summit, coordinated by the [U.S. Travel Association](#), is an opportunity to join other travel industry professionals from across the United States to meet with members of Congress and impress upon them the importance of our industry.

The Travel Leadership Summit is an opportunity to meet face-to-face with members of Congress to stress how impactful the travel and tourism industry is to the U.S. and Arizona economies. This is a critical year to attend the summit as it is a chance to talk about the issues the industry is currently facing and ask for their support on initiatives that will benefit travel and tourism, such as the [Travel Promotion Act](#).

Now more than ever Congress members need to understand the critical economic benefits of our industry so that educated decisions can be made that will help our industry and our country. We'll keep you updated on the progress that is made.

Have a great week.

AOT News

2010 Arizona Official State Visitors Guide and Map

Advertising opportunities are now available in the 2010 Official State Visitors Guide (OSVG) and Map. The OSVG and Map are Arizona's official vacation planning resources for leisure travelers. New for 2010, the OSVG will employ an engaging consumer magazine format and will serve as a more direct companion piece to arizonaguide.com. AOT will also incorporate dominant calls to action to order the OSVG and Map on arizonaguide.com and in consumer advertising.

OSVG and Map dates:

- October 23: ad close
- October 30: materials deadline
- February: publish date

For more information, contact Madden Media's Phoenix office at 480-638-3770 or Tucson office at 520-322-0895.

AOT Events**Don't Miss AOT's French Sales Mission Opportunity!**

AOT will be conducting a three-day sales mission to France February 10-12, 2010. The Paris-based mission will take place immediately before the German sales mission (details below) and will be made up of trade and media appointments, an Arizona workshop and a hosted media lunch.

AOT has carried out an annual sales mission to France since 2006, which has resulted in the number of French tour operators featuring Arizona to increase from 64 in 2006 to 74 in 2009, a growth of 15.6%. This mission will once again be an excellent opportunity to further highlight Arizona to this important and growing European market.

The cost to participate:

- \$1,000 per delegate (excluding travel expenses)

Space is limited to eight partners and a lottery system will be implemented if necessary.

For additional information or a participation form, please contact Loretta Belonio at 602-364-3725 or via e-mail at lbeldonio@azot.gov.

Join AOT in a Sales Mission to Germany and Switzerland

Germany is one of Arizona's key international markets. To further increase awareness of Arizona in this vital market, AOT will coordinate a sales and media mission to Germany and Switzerland in February 15-19, 2010. Switzerland's strong economy, and close proximity to Germany make it an excellent inclusion to the week-long mission.

This will be a joint trade and media mission, with separate appointments and meetings during the day followed by sponsored evening events in the key target cities. The mission will begin in Zurich and continue to Frankfurt and then divide, with the trade delegation going to Hannover and the media group going to Hamburg.

The itinerary will include product meetings and trainings at key tour operators for the trade and desk side appointments for the media.

The cost to participate:

- \$1,500 for each trade delegate
- \$1,250 for each media delegate (plus travel expenses).

Space is limited to eight partners and a lottery system will be implemented if necessary.

For additional information or a participation form, please contact Loretta Belonio at 602-364-3725 or via e-mail at lbeldonio@azot.gov.

AOT on the Road in the UK

AOT will carry out a sales and media mission to the UK in March 8-12, 2010. The joint sales and media four-day mission will begin in London and continue to Manchester and Glasgow. The itinerary will include product meetings and trainings at key tour operators for the trade and desk side appointments with the media, followed by sponsored evening events.

The purpose of the mission is to further increase Arizona awareness and help maintain a strong trade and media presence in this important and competitive market.

The cost to participate:

- \$1,500 per trade delegate
- \$1,250 per media delegate

Space is limited to eight partners and a lottery system will be implemented if necessary. To obtain more information or receive a participation form, please contact Loretta Belonio at lbeldonio@azot.gov or 602-364-3725

Upcoming Events & Activities

See America Week including Japan Association of Travel Agents (JATA) World Travel Fair and Media Marketplace

Date: September 17-20

Location: Tokyo, Japan

Savor Southeastern Arizona Press Trip

Date: September 21 - 26

Location: Willcox, Bisbee, Safford, Chiricahua National Monument

Arizona Showcase

Date: October 8

Location: Hermosillo, Sonora, Mexico

Industry News

Congratulations to Tucson for being named “One of the Best Places to Live” by AARP!

In its September/October 209 edition of AARP, the magazine named Tucson as one of five best places to live in the United States. >>[Read Full Article](#)

New Voice for Travelers in Consumer Travel Alliance

Consumer Travel Alliance, the new nonprofit, nonpartisan organization is installing itself on Capitol Hill, within earshot of the congressmen who shape the laws that affect every aspect of

travel. >>[Read Full Article](#)

President Clinton: Government Criticism of Business Travel is off-Base

Business travel is a discretionary expense and "the government shouldn't be bad-mouthing it," said former President Bill Clinton, who addressed the National Business Travel Association convention last week. >>[Read Full Article](#)

Q2 2010 Will Be End of Hotel Demand Decline

PKF Hospitality Research is now forecasting that the U.S. hotel industry's nine consecutive quarters of declining demand will come to an end in the second quarter of 2010. >>[Read Full Article](#)

Swine Flu Poses Challenges for Airlines

Airlines say they are preparing for the return of swine flu this fall but stop short of declaring they'll bar passengers with symptoms from planes or give refunds for trips canceled because of the illness. >>[Read Full Article](#)

Road Trips Remain Popular in Recession

Millions of Americans continue to hit the highways, seeing car travel as the best alternative in a difficult economy. >>[Read Full Article](#)

Southwest Offers \$10 Upgrade to Board Planes Sooner

Unlike other airlines, Southwest Airlines doesn't give passengers assigned seats, but now for \$10 each way it's giving customers a better chance of scoring a window or aisle seat. >>[Read Full Article](#)

Rental Car Fleet Shrink, Rates Up

Rental car rates are climbing, despite sluggish demand resulting from fewer people traveling. >>[Read Full Article](#)

Airline Fees Keep Climbing

Airline fees keep piling up for passengers, with several carriers imposing new charges and industry observers predict more to come. >>[Read Full Article](#)

Don't Miss the 2009 Arizona Restaurant Week Sept. 19-26!

Those eagerly awaiting the second annual Arizona Restaurant Week can whet their appetite by visiting the event's 2009 Web site, www.arizonarestaurantweek.com. >>[Read Full Article](#)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

Connect with the Arizona Office of Tourism

Becoming a fan on Facebook! <http://www.facebook.com/arizonatravel>
Follow us on Twitter! <http://twitter.com/ArizonaTourism>

© Copyright 2009 Arizona Office of Tourism All Rights Reserved

If you do not wish to receive this and other email communications from the Arizona Office of Tourism, please reply to this email with the message "Unsubscribe AOT in Action."

If someone has passed this along to you and you wish to subscribe, just send a reply with "subscribe" in the subject line and include your name, organization and e-mail address.

If you have any comments on how to make this newsletter better or more informative, please hit reply and type "comment" in the subject line.

Past issues of the newsletter are available online at www.azot.gov.